Havana, Cuba hosted the
Workshop on “Building the Future of Standardization in COPANT”

During the planned activities for the week of the COPANT General Assembly 2014, held in Havana, Cuba, a workshop took place on Tuesday 22 on Education about Standards and Young Professionals Programs, organized by COPANT and the National Bureau of Standards of Cuba - NC. The workshop was opened by Dr. Nancy Fernandez, CEO of NC and Joe Bhatia President of COPANT.

Throughout this journey we heard interesting programs and undertakings of international organizations such as ISO and IEC, regional experiences as the case of CEN/ CENELEC/ETSI and national success stories.

SESSION 1: EDUCATION IN STANDARDS

During the presentation of Kevin McKinley, Deputy Secretary of ISO, we saw that this organization share a lot of information on its website for education in standards, we knew its vision about the role of standards in innovation, that a new publication is being developed to guide on how to educate on issues related to standards, the realization of master programs on standards and about the beginning of its program on how to engage new generations in these areas.

Mr. Doede Bakker CENELEC Vice President Policy, introduced us to the topic, what we understand by education about standards, to whom is oriented and what should be the content; he commented on the work of the joint working group whose main objective is to include the subject of standards in the European education system; he suggested the importance of initiating a dialogue with academia and enterprises, to inform and inspire students and teachers about the importance of standards; he concluded by recommending to share what works well in one country, using materials and applications such games for cell phones to generate interest of the students.

During the presentation of Korea by Sunghyun Park, Senior Researcher of KAS, it was recommended to establish a national strategy on education in standards to develop a plan of action to ensure the necessary resources to carry out the activities of a long term education in standards, sharing the example of successful case in Korea. Ms. Park expressed their willingness to share their educational material with COPANT members, she also commented that they are already providing bilateral
support to developing countries and they want to coordinate with COPANT to identify other countries with which they can cooperate in our region.

In this regard, the President of COPANT, Joe Bhatia, remarked that PASC (Pacific Area Standards Congress) is already developing a plan of action and set up a working group and it would be interesting to exchange and cooperate with this regional organization, as well as with CEN/CENELEC and international organizations.

Then followed presentations of successful national experiences, starting with the example of Peru, presented by Rosario Uria from INDECOPI, who explained how her organization after participating in a project with APEC had the ability to organize a Master’s program. Ms. Uria commented that all documents are already translated into Spanish and are willing to share with their peers in the region.

The experience in the United States shared by Jim Olshefsky from ASTM shows the work developed with students and career development, the relationship and work with universities including the subject in the curricula, as they also did successfully in Brazil and Argentina, the two cases presented by Carlos Amorim from ABNT and Luis Trama from IRAM, respectively.

Nuria Davila from NC Cuba said that in that country they launched their program with a focus on undergraduate and graduate students at universities to create a critical mass of professionals before undertaking programs for elementary education.

SESSION 2: ENGAGING THE NEW GENERATIONS

The afternoon session named “Engaging the new generations” was moderated by Amaury Santos, Regional Manager of IEC-LARC. During this session we had the pleasure to hear from a leader young professional, Juan Rosales, about his experience of participating in the IEC program and convey his message to other young people demonstrating the success of such programs not only attracting new generations to get involved in standards work, but also to turn them into ambassadors in this area.
The examples presented by Tony Zertuche from USNC/ANSI and Luis Iván Hernández from ANCE, on national programs in the United States and Mexico, respectively, demonstrate the importance of counting on planned mechanisms for looking and engage young people to approach them to the subject of standards.

CONCLUSIONS

Both sessions included a space for discussion that were moderate in the morning, by Ricardo Fragoso from ABNT, and in the afternoon, by Rosario Uria from INDECOPI, and the conclusions and recommendations made can be summarized as follows:

- Regional level commitment is recommended to develop an action plan, identifying the needs of members and seeking the necessary funds.
- Seek to encourage young professionals and long-winded programs, recognizing the competencies on standards, creating programs to exchange experiences and applying them in the member countries.
- Develop a generic presentation to introduce the topic of standards that can be used for young professionals, primary and tertiary education and even for businesses.
- Look for ways to attract young people and get them interested by, for example, using social and electronic media. Give them interesting tasks to seduce them in the subject and for the future.
- During the COPANT General Assembly meetings invite to participate as observers young professionals from the host country to know and to understand COPANT.
- Finally seek synergies with regional organizations such as PASC, CEN/CENELEC and the support and guidance of international organizations.

Workshop presentations can be downloaded from the following link.